

5. Leave a Building Legacy

Engage the Street

Although we can admire architecture from a distance, we typically encounter buildings by walking past them, walking up to them, walking in them, and even touching them. Community-oriented building design engages us through the visual interest of the architecture and by connecting us to the activity of the interior, particularly along the ground floor. Buildings that do so are more welcoming, because we can perceive the effort made to interact with us. Visual interest provided by architectural details and textures enhances the walkability of a street by occupying our attention with new sights as we move past each building.

1: DESIGN buildings to interact with public streets, paths, and ways at a pedestrian scale with particular attention to quality materials and design details on the ground level.

2: CELEBRATE corners with architectural design at the street level and interesting spaces, placing building entrances at corners when possible.

3: MAXIMIZE transparent storefronts and windows in commercial buildings at the street level including low sill height and transom windows.

4: ADD interest to buildings with a variety of architectural details.

5: PRIORITIZE recognizable, inviting, and accessible entrances with high quality materials, additional architectural detailing, and art.

6: DESIGN buildings to include high ceilings on the ground floor.

7: PROVIDE abundant weather protection at entrances and over sidewalks.

8: ILLUMINATE buildings and nearby spaces with accent lighting.

9: INCORPORATE interesting, unique, and appropriately scaled signage.

Fit the Neighborhood

Eugeneans take great pride in their neighborhoods. While much of this comes from social ties and cultural institutions, the neighborhood's streets, spaces and buildings are the stage upon which that life unfolds. Just as a new neighbor might recognize the existing customs and social dynamics, new buildings can be designed with respect and consideration for the neighborhood's established character. This is not to suggest that new buildings should be indistinguishable from those around them, but that new development that is sensitive and responsive to existing patterns is more readily accepted by the neighborhood and has the ability to reinforce the unique, beloved and desirable qualities of neighborhood character.

1: REINFORCE successful and identifiable patterns of building orientation, massing and setbacks in surrounding buildings.

2: ADAPT the scale, rhythm, and façade composition of larger infill buildings to harmonize with the scale of the surrounding neighborhood. Larger buildings are better suited to corner locations.

3: DESIGN courtyard housing, cottage clusters, and attached housing to feature units that are scaled and sited to harmonize with patterns of neighboring buildings.

4: TREAT elevations at the end of buildings as another front when facing, or clearly visible from, a public street.

5. SITE and **DESIGN** dwellings in ways that promote neighborly interaction, with such features as porches, stoops, and sidewalk seating or other gifts to the street.

6. DESIGN within a cohesive architectural style that reflects identifiable regional characteristics and maintains stylistic consistency throughout the design.

7: LOCATE trash, service, loading areas, utility equipment, or garage doors out of view of the public realm or screen such areas with landscaping, low walls, and decorative screens.

Design for the Human Scale

We interact with our surroundings through our bodies. We instinctively measure the sizes of objects as they compare to our own dimensions, and measure distances by the time it takes for us to travel from one end to the other. Buildings that are visually articulated into discrete components are easier for us to measure and understand, and they keep us intrigued whether we are close or far away. This quality of visual interest engages us, increases our interest in our surroundings, and makes it easier to walk longer distances. The articulation of building facades visually breaks up large walls into pieces that are less imposing and conspicuous, sitting more comfortably in the neighborhood context, and contributing to the pleasure of the streetscape.

1: DESIGN buildings so that architectural elements contribute to forming a cohesive composition and provide visual interest.

2: COMPOSE buildings with a recognizable base, middle and top.

3: CREATE a strong sense of connection to the ground plane.

4: EMPHASIZE the balance of vertical and horizontal proportions by grouping architectural features in repeating modules or themes to create rhythm and pattern.

Promote Visual Transparency

Building transparency brings light and views into buildings, but it also allows activity from the interior to be seen from the outside. Whether restaurants or shops, offices or services, manufacturing or art studios, transparency communicates the private enterprise of the city to the public. These views tell our local story, create community interactions, enrich the pedestrian experience, and increase a sense of safety through more observation of the street. In contrast, facades with few openings sever pedestrians' connections with buildings, deaden streets, and invite crime and vandalism. Transparency populates the sidewalk from both sides of the glass.

1: EMPHASIZE physical and visual connections and transitions between interior and exterior space at the ground level.

2: PROVIDE well placed windows, balconies, and terraces facing streets and public spaces.

3: USE transparent glazing, particularly for all ground floor retail and restaurants.

4: USE operable windows.

5: USE traditional, operable screening devices.

6: ALLOW interior shop and restaurant lighting to spill onto the sidewalks and adjacent public space.

7: ELIMINATE windowless walls on streets and public spaces. Where unavoidable, increase the visual appeal and interest of the walls with spandrel panels, public art, green walls or other features.

Invest in Quality Materials

In the hands of a skilled designer, the materials and colors of a building complement its shape and form to create a unified design. The use of local materials is one of the ways a building can be connected to the Northwest building traditions and the timber legacy of our region. The materials also express the role of the building as a part of the streetscape and neighborhood. High-quality materials last longer than cheaper substitutes, and they convey the building owner's interest in long-term investment in the community. After all, many materials that are expensive at first may be more cost-effective over time, with savings in maintenance and longer life-cycles. Durable materials are more resilient to damage and aging, particularly on the ground floor, where use and wear is a daily occurrence. Buildings that are constructed of quality materials and well-maintained invite a response of stewardship and positive activity from those around them, contributing to a cycle of neighborhood investment and safety.

1: USE high quality exterior materials that reflect a sense of permanence, continuity, and urban character with emphasis on street level activity.

2: AVOID low quality imitations. Substitute materials at the ground floor should be indistinguishable at arm's length from the original, and match or exceed it in performance; substitute materials above the ground floor should be indistinguishable from the original to a person standing on the sidewalk.

3: EMPLOY construction details that recognize the natural qualities of materials and structure.

4: REINFORCE key elements of building composition with changes of material and color.

5: COORDINATE colors that are compatible with each other and local context; prioritize colors natural to the material.

6: USE vibrant colors as building accents.